

### **ABSTRACT**

**AHMAD LUBIS**, 21060112P. *The Satisfaction Level of Farmer Borrowers of People's Business Credit (KUR) with the Services of PT Bank Syariah Indonesia of Ampera Manna Branch of South Bengkulu Regency. Supervised by HERRI FARIADI, S.P.,S.Pd.,M.Si dan ANA NURMALIA, S.P.,M.Si*

*PT Bank Syariah Indonesia Ampera Manna Branch of South Bengkulu Regency is one of the PT Bank Syariah Indonesia in Bengkulu Province which always tries to provide banking services to the community. One of the credit loan products that is a mainstay in financing its customers is KUR (People's Business Credit). The objectives of this study were (1) to determine the level of satisfaction of KUR borrowing farmer customers with services at PT Bank Syariah Indonesia Ampera Manna Branch, South Bengkulu Regency. (2) to determine the attributes that are considered important by farmer customers in the services of PT Bank Syariah Indonesia, Ampera Manna Branch, South Bengkulu Regency. The research method used is quantitative descriptive method with Likert scale. The results showed that the average score obtained from customers on the services of PT Bank Syariah Indonesia, Ampera Manna Branch, South Bengkulu Regency was 81, 38 which means in the very satisfied category. Attributes that are very important by customers and need to be improved in the form of services provided to customers must be in accordance with the procedures that apply at PT Bank Syariah Indonesia, Ampera Manna Branch, South Bengkulu Regency and providing solutions from employees in accordance with what customers need.*

*Keywords: Farmer Customers, Satisfaction, KUR Loans*

